

PROGRAMMATIC

SETUP URBAN MEDIA



AGENDA



TECHNOLOGY

Attached SSP's
Formats within the
portfolio



CONTENT

Performance channels
Brand safety
Transparency
Disposability



COOPERATIONS

Support





ATTACHED SSP'S



PMP Deals
Open Auction
Guaranteed Deals
*First Look

PMP Deals
Open Auction

PMP Deals
Viewability Deals

PMP Deals
Open Auction



FORMATS WITHIN THE PORTFOLIO

	Mobile	IAB standards	Billboard	Sidebar all banner sizes	InRead (desktop and mobile) teads
www.tagesspiegel.de	x	x	x	x	x
www.berlinersingles.de		x	x	x	
www.stuttgartersingles.de		x	x	x	
www.muenchnersingles.de		x	x	x	
www.koelnersingles.de		x	x	x	
www.hamburgersingles.de		x	x	x	
www.pnn.de	x	x	x	x	
www.bvg.de	x	x	x	x	
www.cicero.de	x	x	x	x	x
www.vbb.de	x	x	x	x	
www.doodle.com	x	x	x	x	x
www.qiez.de	x	x	x	x	x
www.freitag.de	x	x	x	x	x
www.gesundheitsberater-berlin.de	x	x	x	x	x
www.wetter-deutschland.com	x	x	x	x	x
www.berlin-airport.de	x	x	x	x	
www.himbeer-magazin.de	x	x	x	x	
www.mallorcazeitung.es	x	x	x	x	x
www.twotickets.de	x	x	x	x	
www.anwaltauskunft.de	x	x	x	x	x
www.hallo-eltern.de		x	x	x	x
www.urbanite.net	x	x	x	x	x
www.radio.de		x	x	x	x
www.spontacts.com	x	x	x	x	x



PERFORMANCE CHANNELS

With Urban Media you are able to book those sites and ad units programmatically which deliver demonstrably the best performances.

CTR

- > 1%
- > 2%
- > 2,5%

VIEWABILITY

- > 50%
- > 60%
- > 80%

RETENTION TIME

- > 20 sec
- > 30 sec
- > 60 sec



BRAND SAFETY

URBAN MEDIA INDEPENDENTLY MARKETS ALL WEBSITES WITHIN THE PORTFOLIO AND THEREFOR AUTOMATICALLY ELIMINATES ALL WAYS OF AD FRAUD.



WITHIN OUR PARTNERSHIP WITHIN THE PRIVATE MARKETPLACE YOU OWN CONTROL AND TRANSPARENCY TO THE FULL EXTENT.



TRANSPARENCY

- Prebid header bidding – dense setup – price granularity
- First price auctions with a transparent hard floor
- Mixed auctions with a transparent soft and hard floor
- Disposal of the URL's / refer on all levels



DISPOSABILITY

- Standard formats: 200 mil impressions p.m.
- Stationary special formats: 40 mil impressions p.m.
- Mobile standard formats: 130 mil impressions p.m.
- Outstream inread/inboard: 100 mil impressions p.m.
- Instream pre roll: 12.5 mil impressions p.m.



SUPPORT

REPORTINGS WITHIN FREQUENT INTERVALS ABOUT:

- Win rate
- Price changes within the open auction
- Intercept point – when does a preferred deal become profitable?
- Competitional behavior
- Viewability



THANK YOU!